

NOAA Education Council Meeting

Date/Time: September 19, 2012 (1:00–4:00 pm)
 Location: SSMC3, Room 14836
 Dial-in: 866.901.0711
 Passcode: 8134683
 Contact: Erin Sams (202) 482-9183, Lisa Iwahara (202) 482-3139

Adobe Connects Link to Meeting: <http://connectpro46305642.adobeconnect.com/edcouncil/>

****Important Note Regarding Audio:** Unless you have a PC headset with a microphone, please remember to mute or turn off your computer speakers when you call in to avoid sound interference. If you have a PC headset, you will be able to connect directly through your computer and participate in the meeting as normal, without needing to dial the number above through your phone. Detailed instructions on how to set up your audio in Adobe Connects are available here: http://www.oesd.noaa.gov/council/Audio_AdobeConnects.pdf

AGENDA

- 1:00 Welcome/Opening Remarks – Louisa Koch
- 1:15 Looking Forward: Ocean Today Kiosk Program (*Informational*) – Mike Shelby/sponsor Peg Steffen (15 min presentation/15 min discussion)
- 1:45 Climate Change Education Partnership (CCEP) Grants Awarded (*Informational*) – Jill Karsten/sponsor Louisa Koch (15 min presentation/15 min discussion)
- 2:15 2012 Office of Education Grants update (*Informational*) - Christos Michalopoulos and Marlene Kaplan
 - B-WET – Bronwen Rice/Seaberry Nachbar (10 min presentation)
 - ELG plus – Sarah Schoedinger (10 min presentation)
 - EPP/Center Awards – Marlene Kaplan (5 min presentation)
 - Discussion (10 min)
- 2:50 Break
- 3:00 Coastal Services Center training opportunities overview (*Informational*) – Mary Culver/sponsor Stephanie Bennett (15 min presentation/15 min discussion)
- 3:30 Silver Spring Science on a Sphere Installation Update (*Input requested*) – Carrie McDougall (5 min presentation/5 min discussion)
- 3:40 Updates & Announcements
- 4:00 Adjourn

Upcoming Council Meeting Dates:

October 17, 2012
 November 14, 2012
 December 19, 2012

Attendance

In person: Steve Storck (SSt), Christos Michalopoulos (CM), Erin Sams (ES), Lisa Iwahara (LI), John Baek (JB), Marlene Kaplan (MK), John McLaughlin (JMc), Jennifer Hammond (JH), Judy Koepsell (JK), Maria Murray (MMu), Bronwen Rice (BR), Dan Pisut (DP), Judy Koepsell (JK), Sarah Schoedinger (SSc), Carrie McDougall (CMc), Susan Pasko (SP), Mike Shelby (MS), Katie Snider (KS), Sarah Yue (SY), Paulo Maurin (PM), Atziri Ibanez (AI), (Karen Eason's replacement) (),

On the phone/chat: Rochelle Plotchak (RP), Eric Hackathorn (EH), Seaberry Nachbar (SN), Frank Niepold (FN), Nina Jackson (NJ), Audrey Trotman (AT), Frank Niepold (FN), Bob Hansen (BH), Jeannine Montgomery (JM), Mary Culver (MC), Shannon Sprague (SSp), Susan Haynes (SH)

Presenters/guests: Jill Karsten (JKa), Marcia Barton (MB)

Welcome/Opening Remarks (LK)

- Jill Karsten here, and brought with her new Einstein Fellow, Marcia Barton
- Sarah Schoedinger received the James Centerino Award from NMEA this summer; The award recognizes a marine educator who has done outstanding work in the field (Terry Kirby-Hathaway representing NMEA on the phone)
 - Sarah has served as a president of NMEA, worked closely with COSEE centers, guided the development of K-12 Ocean Sciences, instrumental in Ocean Literacy campaign
 - “She richly deserves the James Centerino award for her distinguished accomplishments”
- Seaberry Nachbar is stepping in to represent B-WET in Ed Council as Shannon Sprague’s replacement
- I’d like to recognize Erin Sams for her efforts as the interim point of contact for the Education Council over the past several months
 - Will continue to be involved in Ed Council through the duration of her fellowship

Looking Forward: Ocean Today Kiosk Program – Mike Shelby & staff (Informational)

See PowerPoint. (Portable Ocean Today Kiosk setup brought to meeting for display.)

- SSt: Only open to NOAA?
 - KS: Yes, and presently resides within NOS
- Where does your footage come from?
 - KS: Most footage is taken by program offices, people out in the field. Majority is in public domain.
- CMc: Do you take requests from non-NOAA folks for B-roll footage?
 - KS: we have fulfilled requests and keep a running list of these requests. We are looking at how to set aside time and resources to better be able to meet these requests.
- SSc: Is it obvious what is public domain and what isn’t in the B-roll library?
 - KS: Yes; there are mandatory fields that you must fill out in order to access internal footage and your NOAA affiliation is one of them.
 - CMc: ...but that would only be noticeable to NOAA employees?
 - KS: No, that metadata info is public
 - CMc: SO, NOAA people can browse the library after inputting the necessary “log-in” information, but not the public?
 - KS: Yes.
- MMu: How do you decide what topics you’re going to do a production on?
 - KS: We have people within each line office who work with researchers to determine line office priorities and they work with our film staff.
- FN: Can you describe the scientific review process that you use in creating the content?
 - KS: When an idea is submitted on a proposal form, a scientific reviewer is included. The script and the video are reviewed by the scientific reviewer before being approved. We work with the Kiosk review team members and the Line offices to look at the footage before finalizing it.
- MMu: Is there a chance for users to submit proposals to suggest topics they’d like to see?
 - KS: Not right now, but that’s something we’re talking about putting in place.
- JK: There’s an equivalent activity from the American Geosciences Institute has put together imagery to illustrate their focus topics, including Earth Science Literacy. They have footage that may be of interest to you. Is there also lower dissemination of this information through YouTube or something?
 - KS: We use our website primarily as a source of all of our content.
- CM: This technology is clearly unique to NOAA, similarly to SOS. Have you guys thought about emulating or talking to the SOS folks about creating your own Users Network to further develop the community of use for this technology?
 - MS: We have monthly calls with the Learning Center to discuss how the content is used. We also have a listserv group, but these are not developed to the same extent. It’s primarily an issue of time.
 - CM: I totally understand that. But this is such a unique opportunity. Ensuring that we get some of the recipients’ interests and priorities incorporated is important.
 - MS: On that end, there are places like the Shedd Aquarium that have created user-specific content. We’ve worked with them and provide separate access to these videos that highlight that partnership.
- CMc: Are all videos passed by Smithsonian editorial board review?
 - KS: Yes, anything that’s labeled “Ocean Today Kiosk” has passed the review. We did have a series on the oil spill that were only used at the NOAA program office level.
- MK: The Park Service has expressed interest in this. Have any parks started using this?
 - MS: Some connected teachers were here a few months ago.
 - MK: We should look into this more and you should make some connections with these groups soon because you guys have made a lot of progress.
- KS: We have been working to get the content translated into Spanish and uploaded as dual-language options on the website.
- KS: A short video series was selected at the BLUE Ocean Film Festival, will be showing Wednesday night. We also had 2 videos in 2010 that were selected for the Festival.

Climate Change Education Partnership (CCEP) Grants Awarded – Jill Karsten, NSF (Informational)

See PowerPoint.

- JM: In the slide where you described the Phase 2 projects, it said “no collaborative projects.” Can you explain that?

- JKa: We were forcing there to be a lead institution to promote full engagement in the funded project.
- FN: We in the NOAA community owe NSF a great debt of honor to have you guys do all that you do to promote education. We have partnerships with 5 of your 6 grantees, excluding San Diego.
 - LK: do we have an education connection to 5 of the 6 partners?
 - FN: I think how we expand and deepen the partnerships to provide more value to your investments is important.
 - FN: can you talk about your evaluation efforts?
 - JKa: We have tried to start discussing the idea of a common evaluation framework. We'll have a contract for program-wide evaluation in 2013. That is a very good area for collaboration.
 - FN: do you have a sense on your timing on the evaluation piece?
 - JKa: Probably not until after the election; \$1M for CCEP Evaluation in '13
- MK: The urban education program is similar to the NOAA EPP program. I should send an email to the evaluator and get our programs connected.
- JKa: These are funded as cooperative agreements, which means the PI is better able to coordinate collaboration. Our hope is that these projects will provide some stability being over 5 years and able to piggy-back on others.
- SS: At the policy level there seems to not be a lot of engagement in environmental literacy. There seem to be some opportunities to better align our work with yours and vice versa.
 - JKa: I would encourage you to have these conversations to gain better clarity on these issues. I think climate is sort of a subset of environmental literacy with these people.
 - SS: getting some of these bigger grantees together to collaborate would be helpful.
- JKa: Getting the best ROI for these projects is in the best interest of all collaborators.
 - FN: You've spread these nicely, but one has some great connected to the Maryland MADE CLEAR program. They seem to have the strongest K-12 program of all grantees.
 - JKa: we look at portfolio balance very closely and we ended up with choices that have connections to many areas; thinking about what resources they bring that can be disseminated further
- LK: What are the prospects for '13?
 - JKa: House version of the budget has specific language prohibiting funded projects on "climate". We've been able to fund more than half of these grantee awards in FY12 to help us remain less vulnerable.

2012 Office of Education Grants update – Christos Michalopoulos & Marlene Kaplan (Informational)

See PowerPoint.

- LK: Marlene reps. EPP, taking on SS portfolio; CM taking downtown Education grants portfolio
- SS: VA program is an example of how a program can be extended when needed to be more sustainable rather than be cut off too soon (at the end of a funding period).
- AI: ...And I wanted to thank you, Bronwen, for making that point about NERRS connections. There are many other examples like those that you mentioned!
- [No time for additional discussion]

Coastal Services Center training opportunities overview – Mary Culver (Informational)

See PowerPoint.

- FN: Can you characterize your partnership with the NCTC?
 - MC: part of the training for the National Wildlife Federation habitat manual was developed in partnership with our office and turned into a course that has been taught around the country.
 - FN: would you be able to create a slide or short presentation for that? Say, for the UNEP program later this year?
- PM: Because Corals is under OCRM same as CSC, we may be working more closely soon. The Coral Reef Management Fellowship was drafted to be similar to the Coastal management Fellowship Program
 - Margaret Allen is the lead on the CMFP
- JH: Is there a list of criteria that people have to fall into to attend the training?
 - MC: not really. When a host asks to be involved in the training, we ask what their host network is to see if that region or group is a priority for us. We try to discourage hosts that are looking at primarily graduate student focus
 - JH: does the host pay a fee?
 - MC: most are subject matter trainers who have a knack for the topic, but we cover room and travel costs. We don't charge anything to the host
- JB: How is the data for your fellowship alumni collected?
 - MC: We have mailing lists that track what they're doing. Sometimes we have to hunt them down, though.
- CSC training request form/calendar weblink: <http://csc.noaa.gov/training/>

Silver Spring Science on a Sphere Installation Update – Carrie McDougall (Input Requested)

See PowerPoint.

- BR: I saw on the website there's a possibility to reserve the Sphere?

- CMc: Sure, people will be able to reserve the Sphere room for groups, meetings, etc., that will be possible.
 - MMu: It doesn't have to be for big events, but can be for meetings, etc. too.
- BR: what's the capacity?
 - CMc: about 30, but we're not sure yet.
- MK: I'm reminded of when Robyn Williams came and made a comment about how we are unable to tell a clear story about what NOAA does from the images presented in a series of posters.
- CMc: If you have pictures, you can send them now.
 - JH: the Teacher at Sea blog has 4,300 pictures on our blog site, so feel free to look at these for possibilities.
- FN: In early conversations we talked about having the Dome in the room as well. Is that still possible?
 - CMc: We may not have space for it anymore.

Updates and Announcements

- None submitted